

Vol 6 No 5

Official Journal of

The Hire Association of N.S.W.

The Hire Association of Victoria

The Queensland Hirers' Association

The Hire Association of Australia

# HIRE



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# Hire

OFFICIAL JOURNAL OF  
THE HIRE ASSOCIATION OF N.S.W.  
THE HIRE ASSOCIATION OF VICTORIA  
HIRE ASSOCIATION OF QUEENSLAND  
THE HIRE ASSOCIATION OF AUSTRALIA

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any phase of the hiring industry.

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THOSE OF  
THE HIRE ASSOCIATIONS OF N.S.W.,  
VICTORIA OR QUEENSLAND.

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# **PRESIDENT'S MESSAGE**

## **Friendship for the taking**



**ERN TURNER**

President, Hire Association  
of Victoria; Vice-President,  
Hire Association of Australia.

There are many good things that come from joining an association but the one that has affected me most is friendship. I can say quite proudly that membership of this Association has given me friends throughout Australia.

These friendships have been formed by attendance at workshop sessions, State meetings, National Conventions and by interstate visits. The outcome has been a welcome to other hiring stores, a comparison of operations and a wealth of new ideas.

There is an old adage 'You only get out of life what you put into it.' Join in your State Association, put in time and suggestions, share your friendship with other members.

You'll be so glad you did.



# Editorial

## Should HIRE expire?

For most of us the onset of a new year brings its moment of truth, and whether it concerns the waistline, the bank balance or some aspect of our life style, it stops us in our tracks.

This journal, too, has been taking stock of itself and, in the process, trying to find the answer to a question : do Australian Hire Associations really WANT a journal?

In the past the answer has always seemed to be yes. But recent criticism in high places has set us wondering.

We have been told, for example, that HIRE'S quality is 'uneven'. This is probably inevitable in any publication which uses as much contributed material as possible.

However, we believe that—generally speaking — HIRE maintains a higher standard of writing and reportage than comparable industry journals.

Admittedly, we don't have the all-States coverage we could and should have, but this is not for want of trying. We write letters which very few people even bother to answer. Broken promises strew our path like primroses. The officially appointed 'news-gatherers' toil not, neither do they gather.

So perhaps the Associations don't really want a journal after all. Should HIRE expire?

You tell us.



"One of the biggest Australian conventions this city has seen . . ." — Barry McDonald

# Revolutionary plans for the 1974 NATIONAL HIRE CONVENTION

According to H.A.N.S.W. President Barry McDonald, the 1974 National Hire Convention in Sydney will be completely different from every other Hire Convention yet held in this country, as well as on a much larger scale. And he should know. He's been delegated to organise the whole thing from go to whoa. His powers in this respect are extraordinary: he has, virtually a free hand and he is solely responsible — and then only in the final sense — to the Convention Organising Committee.

## THE ENTIRE HOTEL

Preliminary investigations revealed that there were only two hotels in Sydney which could adequately accommodate the kind of programme the committee members had in mind, not to mention the big influx of delegates and visitors they confidently expect to attend. One of these, the Chevron Hotel at 81 Macleay Street, Potts Point, has been completely taken over for the duration of the 1974 Convention.

(Potts Point, incidentally, is the postal district covering the greater part of Sydney's Kings Cross, so the Convention will be located in the heart of the Cross and within minutes by taxi or bus from the centre of the city. Stout-hearted — and stout-shoed — conventioners will find it in easy walking distance.)

## MID-SEPTEMBER

The Convention will be a little earlier than usual this year. The Chevron Hotel has been completely taken over by the H.A.A. from the 12th to the 15th



**Barry McDonald, organiser extraordinary for an extraordinary Convention.**

September. So now is the time to reach for your calendar and ring the date in red. From all accounts and predictions it's going to be an event that no one in his right mind in the hire industry — and no supplier wishing to do business with the hire industry — will even contemplate missing.

Barry McDonald is so determined to revolutionise our whole convention concept that he is jetting off to the United States to take a good hard look at the operational side of conventions in a country which has made the business convention part of its national way of life. As part of the exercise, he will be attending a Rental Convention in New Orleans in mid-January. Rental yards in California "where most of the action is" will also contribute to the fund of expertise he expects to bring back.

While in the States he will be telling some of our American friends and counterparts how welcome they will be at the 1974 Hire Convention in Sydney. He is confident that some of them will attend, and that the not-far-distant future will see a good deal of country-hopping whenever conventions are held in either country.

## FRESH APPROACH

It is, he says, time for a change. As far as the H.A.A. and the H.A.N.S.W. are concerned, that now-famous phrase implies a complete organisational rethink.

The 1974 Convention will depart from established convention practice in a number of ways, but most notably in its concentrated emphasis on displays of equipment and service facilities of interest to every segment of the Australian hire industry.

The inspiration for this dramatically changed concept must, in all fairness, be attributed to the Hire Association of Victoria which was the first State Association to encourage manufacturers' participation in a hire convention and include and promote their displays. However, the H.A.N.S.W. is now taking the idea to infinitely greater lengths by making it the focal point of the whole Australia-wide convention.

Everyone familiar with the layout of the Chevron Hotel will recall that the ballroom is so vast that even the moderately myopic must have difficulty seeing from one end to the other. It is here that all the action will be concentrated. Most of the seemingly



unlimited floor space will be given over to manufacturers' display stands, with only sufficient space reserved for a conference area at one end. Thus all the proceedings and meetings and talk-sessions will be visibly dominated by the omnipresent display of equipment.

Nor is this the only innovation. According to Barry McDonald, there will be more delegate-participation sessions this year. Instead of sitting in serried ranks, the captives of a single speaker, in the formalised convention pattern, delegates will be getting into the act. Some will find themselves involved in projects and exercises with special application to their industry; all will have the opportunity to participate as actively as they wish.

These are only some of the new ideas and innovations which will put the 1974 Hire Convention in a category by itself, and make it entirely different from its predecessors.

## SELLERS' MARKET

The suppliers, one feels, will be rubbing their hands in gleeful anticipation. When did they ever have it so good? Not only will they have the opportunity of taking floor space in what will probably be the biggest display of equipment yet staged in Sydney — possibly in the whole of Australia — but in addition to this they will be encouraged to bring along their sales staff and put them to work. There can be no doubt that the hire industry is a growth industry, with a growth-rate and a consumption-rate outstripping those of other industries, and the Convention will give the suppliers direct access to it to an almost Utopian degree. The initial planning has made allowance for at least two lengthy sales sessions when the hire people and the suppliers' sales staff will be able to get down to tors.

Such a setup is, of course, a two-way street. The hire company delegate will, for the first time, have all his options on display at the one time, and in the one place. He will be able to compare, discuss, assess and learn. Whether he places an order during the Convention or at some much later date, he will be fully clued up on what is available to him, and on what is best suited to his present and future needs. When he returns home he will be a great deal better informed about his particular type of equipment. In many cases his horizons will have been widened and he will think about getting out of his rut and investing in some machinery or service which can save him time/money/manpower.

The whole exercise promises to be enormously and rewardingly educational for everyone who participates, irrespective of whether he is a hire company operator or a supplier.

For the benefit of those who are finding it difficult to visualise tower cranes and fork lift trucks in the ballroom of the Chevron Hotel, perhaps we should explain that outdoor space is presently being negotiated to accommodate the displays of heavy equipment.

## SCHEDULE PLANNED

As befits so ambitious and comprehensive an undertaking, the basic outline and many of the details have already been blueprinted. It is anticipated that the full Convention programme will be ready for announcement soon — perhaps around the time that this appears.

Although provision is being made for at least 100 stands for manufacturers' and distributors' displays, it is considered likely that even this will fall short of the demand and that some applicants who would like to be represented at the Convention will have to be turned away.

All plans should be com-

pleted by July, a comfortable two months before the Convention.

Some 202 people attended the 1973 Convention in Melbourne, breaking all previous records. How many does the President of the H.A.N.S.W. expect to welcome in Sydney this year? Hundreds, he says confidently. While hazarding a guess at 400, he conveys the impression that he considers the estimate conservative and that it wouldn't surprise him in the least if the figure is a good deal larger.

In the light of these revelations, anyone who has been considering bypassing the 1974 National Hire Convention might do well to reconsider.

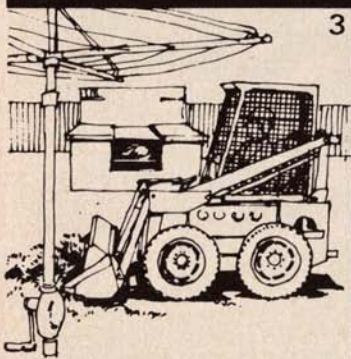
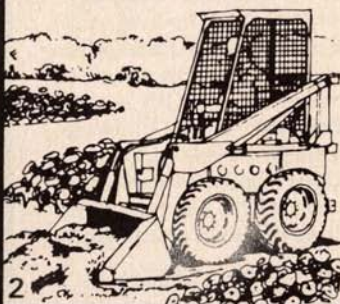


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# Hire Association of N.S.W. CATERING HIRE DIVISION FORMED

The formation of sub-groups within — and under the auspices of — State Hire Association can only be seen as a healthy sign of growth in the Australian hire industry today.

The Catering Equipment Division of the Hire Association of Victoria is already firmly established in that State, and two meetings were held recently in New South Wales for the express purpose of constituting a similar sub-group within the H.A. of N.S.W.

Both meetings were attended by some twenty enthusiastic hirers operating in Sydney.

## H.A.V. PRECEDENT

The highlight of the inaugural meeting, which was held at Pages Hire Centre, Kogarah, was an appraisal of the Victorian Catering Equipment Division by Ern Turner of Nosedale Hire Service, President of the H.A. of Victoria and Vice-President of the H.A. of Australia.

The Victorian sub-group, he said, is motivated by a spirit of mutual trust, and the meetings are held in either the homes or the business premises of its members. The President is an ex-officio member of the executive of the H.A.A.

Some typical topics for group discussion he mentioned were: bulk buying... cleaning methods... and the degree of customer identification members had found to be necessary.

Following Ern Turner's talk,



GREG PAGE

which clarified a number of issues and stimulated even greater interest in the N.S.W. group, Harry Ford (Ador Hiring Service) gave his impressions of the 1973 National Hire Convention — the first Hire Convention he had attended.

## CARRIED UNANIMOUSLY

It was then put to the meeting that a Party Hire Division of the H.A. of N.S.W. should be formed, and the motion was carried unanimously. The meeting also agreed that Greg Page should contact the H.A. Secretary, Rolf Schufft, with a view to informing members engaged in party hire who had not been present at the inaugural meeting.

The second of the two

meetings — actually the first official meeting of the new Division — was held at Ador Hiring Service, Mortdale. The principal business was the election of office bearers. Greg Page (Pages Hire Centre) was elected President and Harry Ford (Ador Hiring Service) was elected Secretary.

## BENEFITS FOR H.A.

The meeting decided to approach party hire companies presently operating outside the Hire Association, explaining to them the benefits of becoming H.A. members. Now that a Division concerned with their specialised needs and interests had been formed, H.A. membership had a great deal to offer them.

(This membership drive is already in force, and there is evidence that it is getting results.)

The third meeting, to be held at the Orange Hall, Queen Street, Auburn, has been scheduled for the 19th February. Wives are welcome at all meetings, and a light supper is provided. Visitors excepted, everyone attending the meetings must be a member of the Hire Association of New South Wales.

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Anyone requiring further information about the new Party Hire Division should ring President Greg Page (587-1755) or Secretary Harry Ford (533-4022).

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There are two reasons why we take delight in publishing this story. The first is that it seems to typify the early struggles and subsequent achievements of so many hire companies around Australia. The second reason is that it introduces two fine people who need no introduction in Victoria but may be less well known in other States. Ern Turner is President of the H.A.V. and Vice-President of the H.A.A., but this dual office was obviously far from his mind when he set out — with typewriter, camera and that precious commodity, time — to compile the history of his company for HIRE. It is also, to a marked degree, his own personal history and a warm human document, which is why we are presenting it unedited, just as Ern Turner wrote it . . .

## The NOSEDA HIRE story

Every story has a starting point, and this one was born at the second National Hire Convention in Melbourne. I suggested to Wyn Reid it would be a good idea to have stories on the growth of big companies. Wyn pinned me down very smartly by saying "Yes, that is a good idea, let's start with Nosedas!" Not being a big company I hedged a lot, but all to no avail, so allow me to introduce ourselves. I'm Ern Turner and my wife and helpmate is Bet.

### CATERING TRADITION

My grandparents were in catering — Mr & Mrs Bell of Normanby Hall, Thornbury. Followed by an Aunt, Mrs Wright, and of course my parents, who started Turner's Catering Service, first in Kew then moving to Hawthorn. With that background it was natural to be involved in catering and hiring from the time I left school.

During this period of intensive activity Bet came to work in the office of Turner's Catering, and from that time on my life pattern changed. We were married in 1948.

In 1949 we had the opportunity to buy a very run down business that had been operated by a Joe Nosedas. To save confusion between ourselves and Turner's we kept the name and called it 'Nosedas Catering and Hiring Service', with Bet and, myself as partners.

myself as partners.

### WEATHERBOARD HOUSE

At the beginning our premises consisted of an old weatherboard house (where we lived) and about 2,000 square feet of working space at the back. This working space had been an old dairy with galvanised walls and roof over an old brick floor. The only back entrance was up a cobblestone lane.

I was still working with my father, with Bet holding the fort at Nosedas's, and at nights both of us (with our baby in the

pram) going out on catering jobs for Nosedas's. Neither of us liked catering and we worked to develop the business to promote hire only. As capital allowed, we put in floral crockery (then in fashion) E.P. cutlery, stemmed glassware, standardised packing, etc. Our big seller was a steel, padded stacking chair, (the agency was brought back from England by my father) which we featured in all our advertisements. This chair was a great improvement on the wooden Vienna chair.

About 1950 we employed our



From these beginnings . . . The old weatherboard house where it all started.





**Nosedata as it is today, the new modern premises, built on the site of the old house.**

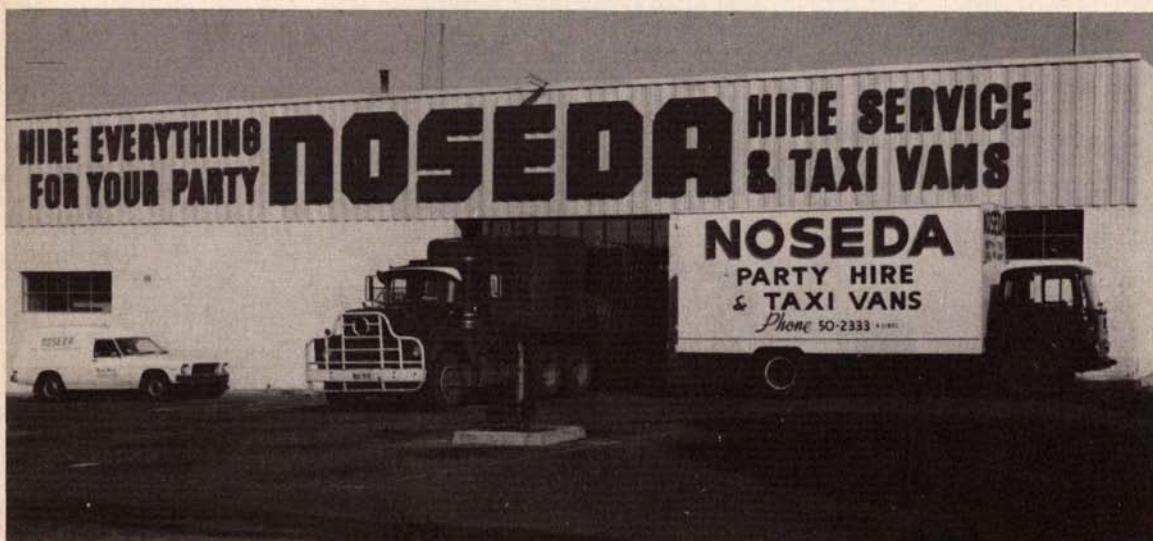
first girl, Yvonne Lewis, who proved to be not only one of the family, but a real gem. Yvonne helped with catering, packing, interviewing and maintenance. She was to be with us for twenty years.

### **TAXI VANS**

We started with a 15cwt van, changed to a 30cwt van, then added a 10' trailer with stake

sides. By 1952 the deliveries were more than I could handle, so a second van was added, and of course a driver. This placed us in the position of having a van and driver who had work for three days only, so after considering the facts we decided to extend our activity and the birth of Nosedata Taxi Vans occurred in 1953. We installed radio and started our expansion.

Our home was also accommodating a reception room, a store room, and an office. Of course the home front wasn't standing still either, and by this time we had three beautiful daughters, June, Lesley and Robin. So space became a premium and we were fortunate in having the opportunity to purchase 4,000 square feet directly at the rear, where we



**Customers' pickup entrance**





**Ern and Bet Turner — still working hard but able to relax sometimes now.**



**Semi and loading bays**

installed a petrol bowser.

Being a great believer in keeping in fashion, we had the usual overdraft and at one stage had thirteen hire purchase contracts running at the one time, so you can see we were not superstitious! It was a while before we could develop the new block of land. Eventually we put up a brick wall and galvanised roof. We optimistically laid foundations for two storeys, just in case. The formation then took place of two private companies: Noseda Hire Service Pty. Ltd., and Noseda Taxi Vans Pty. Ltd.

### **EXPANSION**

We had now extended our activity to include marquees and dance floors, together with a larger range of chairs and tables, so more space became urgent and we built 2,000 square feet upstairs at the rear.

Both hire contracts and Taxi contracts were increasing and all movement was up this one side lane, requiring great traffic control during peak periods.

We then concentrated on modernising our crockery store, replacing galvanised walls with brick and the brick yard with concrete. By this time we were starting to take an active interest in the Hire Association and attending conventions. This spurred our thinking, increased our range of products for hire, modernised our marketing approach and, in turn, made for the old cry of more space.

Suddenly we were blessed with the erection of a supermarket next door, and of course progress demanded the removal of the old houses to make way for a 70/80 car park to which we sought and were granted access (after paying the necessary increased rates!)

### **NEW PREMISES**

Now we were really bursting at the seams. The question was



whether to move out or to expand. To move out was unthinkable because of our unique position; to expand equally so because it meant wrecking the house which held so many memories, and destroying the garden into which Bet had put decades of love. However, commonsense prevailed and demolition began, so here became the before and after. We designed and built something specifically for a hire store and now, only two years later, are once again thinking of ways in which to create space. So who knows what lies in the future.

Ours is not the story of big companies and takeovers but rather of steady growth through enjoyment of the industry and constant attention to improvement of standards and quality.

#### FLEET OF 15

We are at the moment on 12,000 square feet of business, plus a modern flat upstairs. Fifteen vehicles cope with both hire and taxi trucks which,



Part of the fleet of 15

during the month of December, are used full time on hire deliveries.

Today our eldest daughter, June, and her husband, David,

are taking a very active participation in both businesses bringing fresh ideas and allowing Mum and Dad to take a little more time off.

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Perhaps, after all, you COULD hire the Harbour Bridge . . .

## hire in THE NATIONAL TIMES and on Channel 7

The phenomenon of hiring has mushroomed its way into the social pattern so rapidly that the community — or a large section of it at any rate — is still blinking its eyes in amazement. The esoteric things one can hire

(a fairy floss machine, a glass eye) always seem good for a news story. Consequently, articles appear from time to time in the press and magazines, filled with revelations and statistics.

This is all to the good. In fact

it is — if you will pardon the vernacular — nothing short of plain bloody marvellous. For if the hire industry is hobbled by anything at the present time it is by public ignorance. There are still thousands of Australian

citizens who are only vaguely aware of the hiring industry, and very many more who haven't the slightest inkling of the range of goods and services available for hire.

Recently, as you know, the H.A.A. produced a small brochure to disseminate the good news, but as this is largely being distributed by hire companies it runs the risk — in a percentage of cases — of preaching to the converted.

There can be nothing better, most of us would agree, than an article in a national publication. So it was gratifying to see some two-thirds of a page devoted to

the hire industry in the November 26 — June 1 issue of THE NATIONAL TIMES. Nor was that all. On November 26 the author, award-winning staff writer Glennys Bell, filled a guest spot on the nationally-aired Network 7 Today show and gave further impetus to the story.

Under the title: **Hire yourself a new life — 300 firms can supply all your needs**, she gave a brisk and comprehensive run down on the industry, laced with quotes from predictable sources and the general hiring rationale. The punchline was provided by

spokesman Walter Reynolds. . .

*The industry has become so competitive that there are few items today which could not be obtained and hired out by an ingenious and enterprising contractor. "I think if someone wanted a spaceship and was prepared to pay the money, then someone would buy one and hire it," says Mr Reynolds.*

*"I suppose the only thing you couldn't hire would be the Sydney Harbour Bridge."*

*But after musing over this a moment, he added, "But if the price were right, I think even that could be arranged."*

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THE NATIONAL TIMES, NOVEMBER 26—DECEMBER 1, 1973

### AUSTRALIA

Hiring, rather than buying, is becoming such an accustomed part of Australian life that new firms are being set up to meet increasing demands for an increasing variety of goods.

As Walter Reynolds, a Sydney contractor, puts it, "It's reached the stage now where there is no such thing as an unusual or oddball request. For instance, even the hospitals hire out crutches, but slippery dips and swimming pools, juke boxes and fairy floss machines are just part of it. If someone wants something, then someone can supply it. Even glass eyes, if you want them."

When he started his own construction and catering firm, Barwick's Hire Pty Ltd, nine years ago, the hire business ran along more conventional lines and was so small there were only about 30 firms in Sydney. Today he estimates that with backyard operators included — the people who hire out only small items — there must be 300 in Sydney alone. Growth has been much the same around the rest of the country.

### Challenging business

It has happened so rapidly that it was only last year that the major contractors established the Hire Association of Australia to co-ordinate the activities of the various State

## Hire yourself a new life—300 firms can supply all your needs

By GLENNYS BELL

explains, "The real difficulty is defining where the hire business begins and finishes. You can hire computers, planes, in fact anything that can be bought can be hired. There's no limit.

"But the greatest area for hiring is the short-term need. A lot of people buy things, like a box trailer they use only a few times a year, or skis when they ski only one week a year, when they really should hire. It's not just the initial capital outlay you save. Buying things that are for short-term or irregular use involves a person in storage and maintenance costs, limits their flexibility and commits them to an item that can go out of date, or might not be the best model for all purposes."

# WHY HIRE?





# Hireoscope

## OUR GLOBE-TROTTING PRESIDENTS

The President of the Hire Association of Australia, Neville Kennard, is off on yet another overseas trip. As well as taking in a Hire Convention in England at the end of February, he will be visiting some major hire businesses in the U.K., and in all probability some in Germany as well. He plans to make his return journey through the United States, where he will renew contact with a number of good friends in the American Rental Association. He expects to be overseas for three to four months.

Barry McDonald, President of the Hire Association of N.S.W. will also be taking off for a few weeks early in January. He is due at a Rental Convention in New Orleans on January 14th, and indeed the whole trip is virtually a crash course in convention expertise. Some of the rental yards in California are included in his itinerary. It seems unlikely that two globe-trotters will meet up, but it is quite a step forward to have Australian representation at two overseas conventions only weeks apart. "We are now represented on the global scene," says Barry McDonald.

## MAKE FULL USE OF HIRE BROCHURES!

In the last issue of HIRE we featured the new brochures produced by the Hire Association of Australia. In the meantime initial supplies of these brochures have been distributed free to all

members. You can help your own business and the industry as a whole by making the maximum use of these excellent promotional mailing pieces. Include them with invoices and statements, send them to new prospects and the local media, display them on your counter. Further supplies are available from the Hire Association of Australia, 6 O'Connell Street, Sydney 2000, at \$5.00 per hundred. For quantities of 2,000 or more, they can be overprinted with your company name at no extra cost. Think big, order big and promote your own industry and business!

## A QUOTE FOR THE NEW YEAR

"It is the lengths to which we go that make each of us either successful or mediocre".

Walt Dougherty  
in RENTAL AGE

## UNDER NEW MANAGEMENT : FLOOR SANDERS HIRE

South Australian reader R. Partington has asked us to announce that he has sold his floor sanding hire business, along with Ezi Floor Surfacing and P.H.H. Enterprises, to N.A. Heaney, 14 Allendale Grove, Stoneyfell, S.A. 5066.

## THE INFORMATION WAS PREMATURE

A company called Wacker

Australia Pty. Ltd. has pointed out that a Water Board order attributed to Coates & Co in the April 1973 issue of HIRE did in fact go to Wacker. It seems that our information was premature.

## THE BIGGEST THING SINCE THE OPENING OF THE SYDNEY OPERA HOUSE

If you think that's a grandiose way of describing the 1974 National Hire Convention to be held at the Chevron Hotel, Sydney, from the 12th to the 15th September, read the forecast story in this issue and you may change your mind. The Committee is thinking big, any way you look at it. In fact big is the operative word — big attendance, big impact, big goals. Those who decide to stay away will automatically classify themselves as little people!

## WE COULDN'T AGREE WITH YOU LESS

If you've ever said (or thought) "Our business is just a small show — nobody would want to hear about it," then we couldn't agree with you less. Size doesn't make a company interesting. It's the people in it, the way they built up their business, coped with problems and setbacks, made the running against competition. Every hire company has a story — how about sending us yours?



## FEEL THE WARM

We've borrowed the title of a popular album to head this paragraph, which is more a reflection than a news item *per se*. When we were preparing the story about the new Party Hire Division of the H.A.N.S.W. (reported elsewhere in this issue) we were reminded of a comment in a recent letter from Marj Stephens who, with husband Ken, runs Base Hiring Pty. Ltd. in Eltham, Victoria. "The catering section is very social," she says, "and we do enjoy the many outings we have." The remark seems to typify the kind of friendliness which seems to exist to an exceptional degree within the catering group and the H.A.V. as a whole. As further confirmation, re-read the Victorian President's Message at the beginning of this issue. We who went to the Convention last September were only able to make superficial observations, admittedly, but this impression of friendliness was one of the things we took home with us. We had felt the warm.

## SOME THOUGHTS ON CREDIT

Your customers appreciate credit. Of course they do. Doesn't everyone welcome the chance to use somebody else's money?

Surely it makes a great deal more sense to insist on prompt settlement. Why should you extend credit beyond seven days? Long credit only erodes your profits and restricts your operation; it is also the culture

in which bad debts germinate and flourish.

Some customers are poor credit risks, and you should know how to spot them. Check them out — through credit rating organisations . . . through your bank . . . through fellow hire companies. Ask for references and check these out, too. A few phone calls at the outset will save you headaches and bad debts in the future.

A man who is a bad risk can still be worth having as a customer, provided you don't give him credit. Accept him on a C.O.D. basis.

A full time credit control officer to handle enquiries as well as overdue accounts is one way — a proven way — of reducing this ever-present threat to business stability and expansion.

With competition growing and money getting tighter, this might be a good time to rethink your whole credit policy.

## FROM OUR READING : HIRE IN THE U.K.

The British hire industry got under way during World War 2, and established itself during the Nineteen-fifties. Plant hire, in particular, now rates as big business, with nearly 2,000 participating companies and an estimated annual growth rate of up to 25%! Many operations are specialty companies, providing a complete service with the type of plant they hire out. In the case of scaffolding, for example, the service can include engineering, erection and dismantling. Although they service a larger

population, British hire companies have much in common with those in the H.A.A. — including rate-fixing dilemmas and the ever-present problem of bad debts.

## Who can solve the mystery of the disappearing slides?

At the 1972 Hire Association Convention held at Broadbeach, Andrew Kennard, of Kennard's Hire Service, made available a series of photographic slides obtained from the California Rental Association.

The slides, which depicted some of the rental yards in California, their general setup and some excellent ways of storing equipment, were shown on a continuing basis at the Convention and attracted a great deal of interest and comment.

Since that time, however, they have not been seen, and all efforts to trace them have been unsuccessful.

There must be someone in the hire industry who knows their whereabouts — someone, in all probability, who reads this journal.

If you can throw any light on the mystery, Andrew Kennard (P.O. Box 199, Crows Nest, N.S.W. 2065) will be delighted to hear from you.



First impressions are vital — and enduring. Many prospective customers get their first impressions of your business over the telephone. Is it good, run-of-the-mill or plain average lousy?

## HOW'S YOUR TELEPHONE IMAGE?

Poor service over the telephone needs no description. There isn't anyone who hasn't experienced it in all its infuriating forms. Sometimes we have to put up with it because there are no alternatives open to us, but this is not the case with your customers. There are whole pages filled with alternatives in the telephone directory.

A spokesman for the New England Telephone Company recently issued some guidelines on good telephone manners which — like good manners anywhere — tend to pay off in better business and personal relationships . . .

First of all, answer the phone promptly; allow no more than three rings. The customer is waiting for service. Many times, a store operator who will offer prompt and quality service at the counter is not as prompt in answering his business phone.

Always identify your business and yourself. Remember that your voice is your telephone personality. The customer reacts favorably to vitality and friendliness. We must remember that we are portraying an image.

The telephone should be placed so that it is convenient for you to promptly answer. When you find it necessary to place your customer on "hold", explain it to him and thank him for waiting. If you do not have a "hold" button on your instru-

ment, place the phone with the receiver and mouthpiece face down on a soft surface to muffle the sound. Many of us place the telephone against our shoulder to muffle the sound while speaking to someone else in the room. This is useless as all parts of the receiver pick up sound. In this position, our voices are amplified as a doctor hears with a stethoscope.

Courtesy demands that we allow the person who called us

to hang up first. Always thank the customer for calling. Warmth, sincerity and the desire to help people is all that is necessary for good telephone manners.

To emphasise some of these points, the Telephone Company made a film entitled, "How to Lose Your Best Customer — Without Really Trying." It was easy to identify with the actors in the film — from the frustrated boss stuck on a rainy highway, soaking wet and desperately trying to reach his secretary in order to cancel an important meeting with Mr. "Important Customer" — to the bumbling employees to the switchboard operator to the man in the stockroom. They all made a tremendous mess out of using the telephone correctly. Later in the film (supposedly after instruction in the proper use of the phone), the employees redeemed themselves and efficiency was restored, along with the good will of Mr. "Important Customer."



Do you make — or lose — customers on the telephone?



HIRE's good friend Bill Grasse of Acme Rents, California (we printed a letter from him last issue) sent us this article. It appeared originally in RENTAL EQUIPMENT REGISTER and he felt that it could be of interest to Australian readers too. We feel sure that it will be. . .

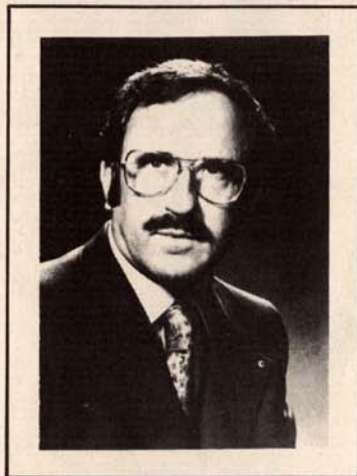
## The benefits of belonging

Everyone who is active in a trade association has what the treasury department calls a "common business reason" for joining. But the time arrives in nearly every thoughtful person's affiliation when he realises that this is only one of the many considerations that keeps him in good standing. There are "fringe benefits" from belonging just as there are from a job, and, like pensions and profit sharing, they grow with the years.

### SERVICES REPAY DUES

Here is how one member put it: "Our company gets back in services and other advantages much more than it pays in dues. But we are just as much a gainer because membership has helped me personally in many ways. Years of attending conventions, serving on committees, and participating in other ways have increased my knowledge of the business and helped me earn profits for my firm. It also taught me to get along with people and has brought me scores of valued friends. Without the California Rental Association (CRA) and the American Rental Association (ARA), my life would have been different."

Psychologists agree that participating with others in group activities, including school, church, social, and civic bodies, makes the individuals more secure and often brings out hidden talents. It enlarges their capacity for teamwork and social interchanges: it also takes



them "out of themselves" by giving them a change of scene and new challenges to share. The impact is multiplied when they tie in with one's career.

### WOULD I BE AS SUCCESSFUL?

Should you find yourself puzzling: "What do I get from belonging?" or "What is there in it for me?" ask yourself these other questions, too: "Who do I know and like that I might not have met, save at C.R.A. and A.R.A. meetings? Where have I travelled, as an active member, that I might not have been, with out belonging? What have I learned from other members which might have remained unknown? Would I have been as successful, in life and in a business way, without my membership in C.R.A. and A.R.A.?"

Our retiring president who asked himself such questions

concluded (1) that he was getting an education that he could obtain in no other way, and (2) that those who don't participate in their Association affairs are "shutting themselves off from inestimable values that are there for the taking."

### TO SATISFY A FRIEND

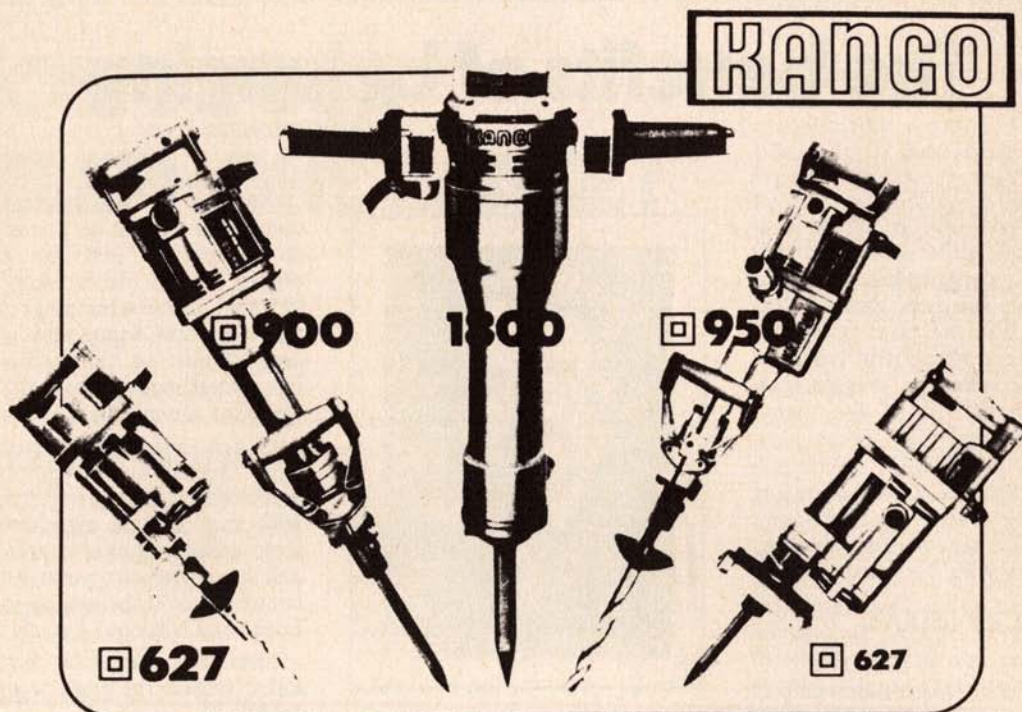
Recently during a discussion with one of our members, we were talking about membership and how over the years he had benefited from belonging to the Local and National Associations.

Recalling when he first decided to join, he said it was only to satisfy a good friend who was a member. However, after attending several meetings, listening to the guest speakers talk on subjects of interest, meeting many people in the industry whom he had never known, and discussing business matters with other members, he began to realize that he could benefit from belonging.

The information available in the monthly publications he receives has allowed him to improve his business activities. On several occasions he has called the Local Association office or the A.R.A. attorneys regarding certain problems confronting him and has received valuable assistance.

His Association, by working with city officials on matters affecting the industry, has benefited his business. The programs with the local communities, the State officials, the Union officials, building departments and other





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projects over years have furthered the industry as well as his own business.

He perhaps best summed it up by saying, "like everything you do in life, you can only expect to get out what you are

willing to put in; if you are willing to do this, then there is no price tag you can put on membership in the Local or National Association."

So jump on the wagon and join up, you'll be glad you did.

Would you believe very glad?

## RENTOPICS: Food For Thought

Changed attitude can make a friend of an enemy.

# RESTORATION BETTER THAN 'GREEN BANS' - and hired equipment makes it possible

A little over a year ago we carried a story about Silverwater Plant Hire's participation in the restoration and reconstruction of old buildings at Somersby, near Gosford, on the New South Wales Central Coast. At that time a Silverwater site supervisor was working in conjunction with architecture students from the University of N.S.W. in the 'Old Sydney Town' reconstruction project which recreated some sixty of the buildings erected by the first settlers.

More recently, the Forbes Council made approximately 200 acres available for a similar restoration project in the Forbes area, the 'Lachlan Vintage Valley'. Conceived as a tourist attraction, it will include the reopening of some of the famous old gold mines, as well as several of the original farms. The project is being backed by the New South Wales State Government.

As with 'Old Sydney Town', students from the University of N.S.W. School of Architecture did much of the early work, arriving in Forbes on the 7th of October. Two hundred and sixty-four students and three of



GORDON ESDEN

their lecturers immediately set to work and made rapid progress.

Head Lecturer Bill Irving explained that Silverwater Plant Hire had — once again — made this valuable field work possible.

Two semi-trailer loads of tools and equipment — including electric drills and leads, trestles, wheelbarrows, power saws and a full range of hand tools — were sent to Forbes by Silverwater. The purchase price of this equipment would have been well beyond the means of the school of Architecture, and without Silverwater's co-operation the whole exercise would have been impractical.

It is believed that long term

plans for development will see the Lachlan Vintage Valley become one of the major N.S.W. tourist attractions, one that will rank in size and appear with the recently completed restoration in American or Virginia City — Nevada, where tourists from all over the world visit and relive the 'golden days' of the Comstock Gold Rush.

It is good to see the hire concept at work in yet another facet of the life of the community — a very constructive facet, the preservation of our heritage. Silverwater's Managing Director, Gordon Esden, is very happy that his company has facilitated this constructive — and reconstructive — work two years running. As the School of Architecture plans to make two weeks of such field work an annual event, no doubt Silverwater Plant Hire will be helping out with equipment in yet another area during 1974.

Send your **Hire News** to:  
Wyn Reid,  
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# **SAFETY IS YOUR BUSINESS**

A new regular feature, bringing you reprints of articles from SAFETY, the magazine published by the N.S.W. Department of Labour and Industry's Education Service. We are indebted to the Department for permission to use this material.

## **Power Operated Portable Circular Saws**

Portable Power-Operated Circular Saws have gained considerably in popularity during the last few years, consequently they are now widely used in the various woodworking industries.

By far the majority of portable circular saws are electrically driven and have been designed to perform a variety of cutting operations, consequently they can be hazardous if misused or operated in a negligent manner.

In this article an endeavour has been made to set out in some detail the necessary safety precautions which must be observed if accidents are to be prevented whilst operating these potentially dangerous portable circular saws.

I strongly recommend this article for your careful perusal.

### **SAW GUARD**

It is essential the design of the guard is such that it covers the danger zone of the saw blade and gives maximum protection to the operator.

The return spring which is attached to the saw guard must be of sufficient tension to ensure the guard "snaps" closed on completion of the cut and remains in the "SAFE" position at all times when not actually cutting.

### **ELECTRICAL REQUIREMENTS**

Accidents which occur on

power-operated portable circular saws show faulty electrical installation or lack of regular maintenance to be a major contributing factor. The following unsatisfactory aspects should be eliminated:

- Faulty 3-pin plug.
- Fractured leads.
- Incorrect earthing of the power-operated saw.
- Lead positioned or located in a damp situation.
- Over a period of time, the power-lead has been used to pull the 3-pin plug from its socket, consequently the earth wire may become dislodged and contact either the active or neutral wire.

*To overcome these potential hazards the following safety requirements must be observed:*

- Inspect the electrical leads and portable equipment for bare wires, broken fittings and loose connections.
- Don't use a faulty or defective portable power saw.
- If possible keep flexible power leads suspended above the ground and away from water or damp situations. If it is necessary for the lead to be positioned on the floor be sure it is protected from traffic

and damage by a suitable non-trip type of cover.

- Don't attempt to remove the 3-pin plug by pulling the lead. Firstly turn off the power at the switch, then remove the plug from the power socket by hand.
- Working on electrical equipment is a job for an authorised technician. Consequently do not attempt repairs or adjustments on portable power saws unless qualified to do so.

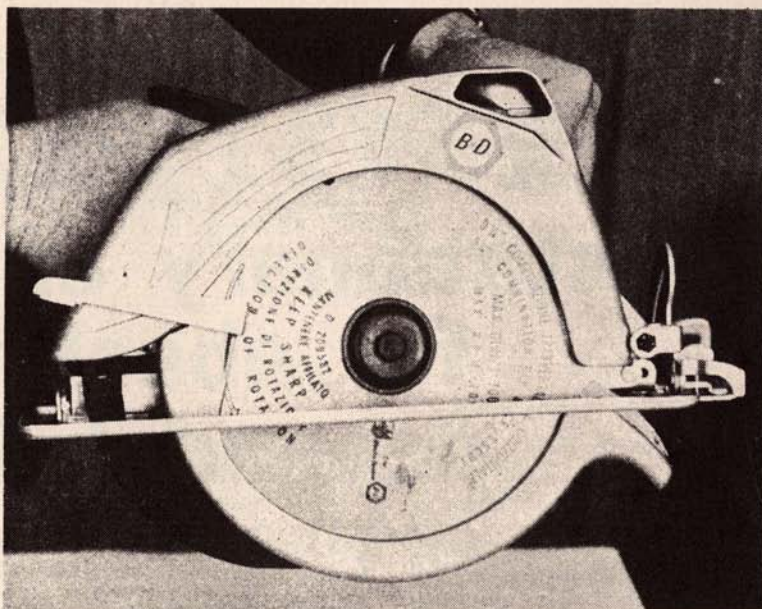
### **OPERATIONAL REQUIREMENTS**

- Do not attempt to operate a portable power saw unless adequate instruction has been received.
- Use the correct saw blade for the job:  
Rip saws for ripping operations.  
Cross-cut saws for angular or cross-cutting.
- Ensure the saw blade is :  
Not cracked, warped, or otherwise defective. Correctly gulletted, set and sharpened.  
Run at the correct peripheral speed, approximately 10,000 feet per minute.  
The correct formula for working out the peripheral speed of a circular saw blade is :

$$\text{Speed of Shaft (R.P.M.)} \times \text{Circumference of Saw Blade in Feet} \times \text{Peripheral Speed of Saw Blade in Feet per minute (Should be approximately 10,000)}$$



- When cutting large sheets of masonite or plywood ensure that the material is supported in a flat even position, free of bulges, sags or bumps, also that it is held firmly.
- The work piece should be well secured to prevent it being thrown by the rotation of the saw blade.
- Use extreme care and caution when attempting "DROPPING IN" operations,
- If possible when operating a portable circular saw use a suitable type of jib or template. This will prevent "free-handing" and give a much better job.
- Portable power saws are designed for two-handed operations — it is strongly suggested they be operated in this manner.
- The recent trend in portable circular saw design is to incorporate a suitable type of adjustable riving knife. This is aimed at giving greater pro-



Portable circular saw fitted with a correctly installed riving knife. Spring-loaded self-closing guard in the "safe" position.

tection to the operator at the rear of the saw blade, also it minimizes the possibility of "Kickbacks". It is strongly

suggested where possible, suitable riving knives be installed on portable circular saws.

## Suppliers and the Hire Industry

A lot of people engaged in the hire industry think that their suppliers don't do a very good job.

The quality of equipment, availability, service and supply of spare parts often comes under criticism.

The hire industry has some special and different needs which may not always be understood by those who supply us. It would be nice to have manufacturers come to us and say "Can we do anything special

to help you?" We in the hire industry are in a unique position to make suggestions to manufacturers on improving design, qualify and service.

Perhaps, on the other hand, suppliers and manufacturers have some difficulties in selling to the hire industry.

In Sydney, at the Hire Association Convention in September 1974, suppliers will have the opportunity to exhibit and sell their products.

Let's hope this will lead to

closer liaison between the hire companies and the suppliers.

The hire industry needs good suppliers as much as those suppliers need good customers.

### EDITORIAL FOOTNOTE :

Neville Kennard sent us this, President's Message some time after we had received one from Victorian President Ern Turner.

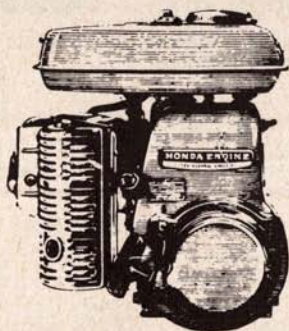
As we feel that he would be the first to agree with us that the first editorial page in each issue of HIRE should be a forum for State Association Presidents, we are allocating it to Victoria this time. At the same time we considered the above message too pertinent and timely to hold over for a later issue, we so have included it as food for thought in 1974.





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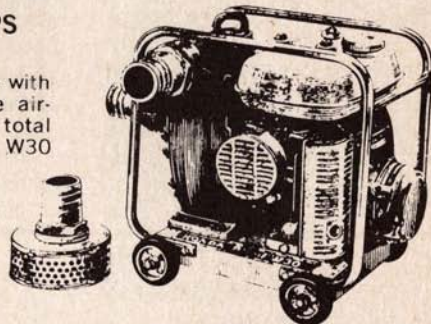
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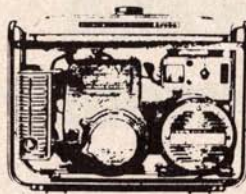
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# MANAGEMENT BY OBJECTIVES

## a success technique which works for small hire companies

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The majority of hire companies in Australia are still relatively small and/or new, and have to cope with all the problems and disadvantages that this fact implies. Is there a management technique that the small show can borrow from the giant, and apply to equally good effect? J.W.M. Watson, Manager of Training and Organisation Development for General Motors-Holden's Pty. Ltd., believes that there is. He expounded it in a recent issue of AUSTRALIAN RETAILING from which, with due acknowledgement, we have culled the following excerpts. .

---

One of the difficulties facing managers is knowing whether or not they are directing their energies and abilities to the important aspects of the job or the business.

It often takes a determined effort to stand off from the demanding operating portion of the job and thoroughly sort out the targets and priorities that will move the business forward.

The management by objectives process certainly helps overcome this common difficulty.

What is more, it is a simple, straightforward technique that is easy to apply in most manage-

ment situations.

In essence, it is a system which helps bring into focus those aspects of the business that are critical to its success.

Naturally, it is an advantage also to have these targets set out in measurable terms.

Another point about management by objectives is that it offers benefits to the individual manager or supervisor as well as to the company.

It will encourage managers as individuals and as a team to concentrate on the really important profit earning tasks instead of wasting energy on work which, even if done superbly, could have little impact on results.

Problems which prevent full achievement will tend to be identified and plans developed for their solution.

It is interesting to reflect that, where as past experience too often makes managers' task orientated (i.e., they carry out an activity rather than strive to obtain a definite result) management by objectives motivates managers to take positive steps to overcome any impediment to the achievement of results.

Another benefit is the improvement in morale and in the sense of purpose that arises from the greater involvement of the manager in the success of the business.

This change-making approach is just what most companies need stay ahead of, or at least keep

up with competition.

Management by objectives also leads to improvements in management controls and to better performance standards for each manager.

For instance, when a manager agrees to reach a defined target in a given time he tends to control the job by using information arising out of the job.

This means that he can see more quickly the trends developing as the job progresses and this in turn, helps him make faster, realistic decisions.

The number and extent of the changes involved in the introduction of management by objectives must vary from one company to another.

However, some of the more likely changes to the present pattern of operating would be:

The discussion of objectives by the superior and subordinate to reach a better understanding of the basis for any imposed objective.

The regular and frequent review of the results achieved against the targets set.

The assessment of performance in terms of the manager's contribution to the attainment of specific, measurable objectives rather than in terms of personality and other minor criteria.

The delegation of sufficient authority and the provision of maximum operating freedom to the manager in the way he goes about achieving the agreed goals.



# Accidents don't happen ... ...there's always a cause

1. A plasterer was working on the platform of a tubular steel scaffold. The scaffold was 5 feet (1.5 metres) wider but was only decked out three planks wide.

The plasterer stepped backwards from his working position and fell through the scaffold 30 feet (9 metres) to the ground and received serious injuries.

**The Remedy.** Regulation 86 of

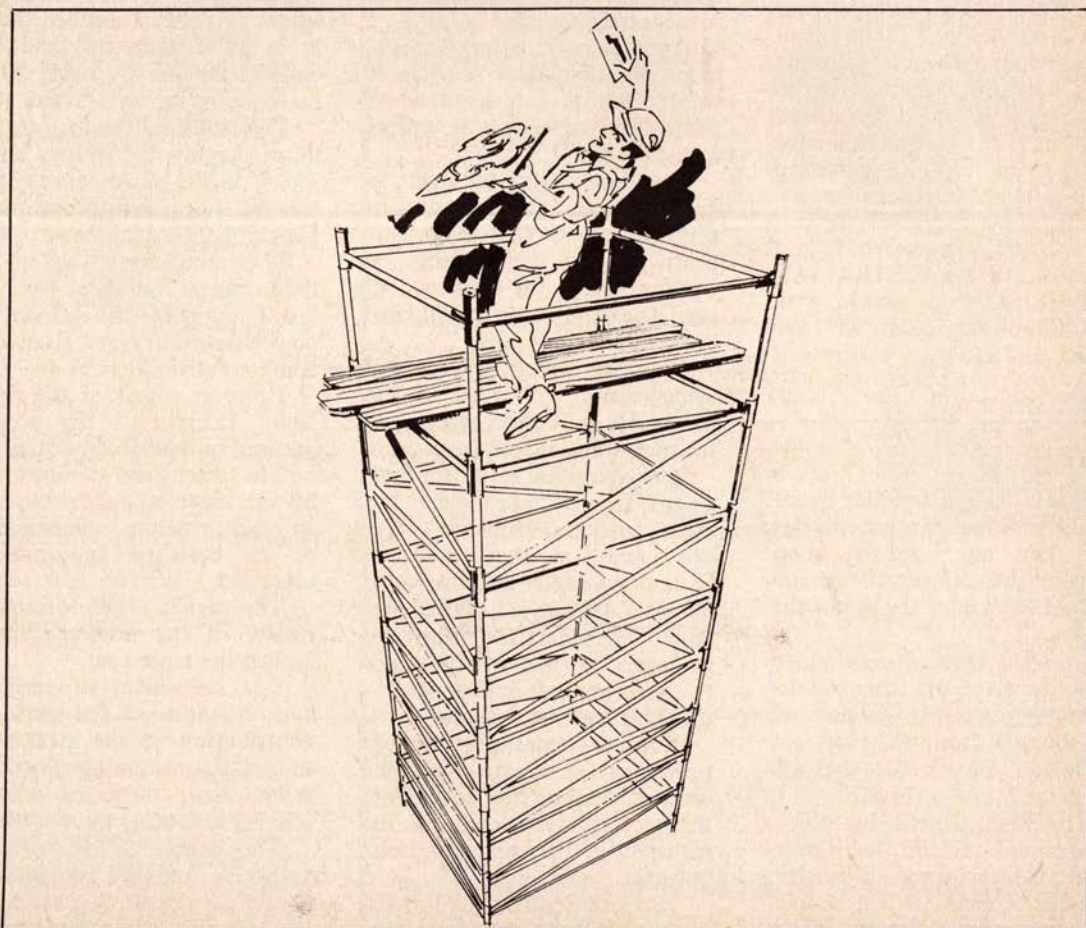
the Scaffolding and Lifts Act requires that the working platform of all scaffolds be fully decked out with scaffold planks, and where a person or object could fall 10 feet or more, the platform be provided with a 3 feet high hand-rail and toeboard on the outside and ends.

2. A labourer was using a portable disc cutting wheel to

make grooves in a brick wall for locating electrical conductors in a block of home units.

He lost the sight of one eye when a piece of brickwork flew out and pierced his eye.

**The Remedy.** The use of approved type goggles as prescribed by regulation ue (13) would have prevented this accident.



By courtesy of SAFETY, the industrial accident prevention journal published by the Department of Labour and Industry.



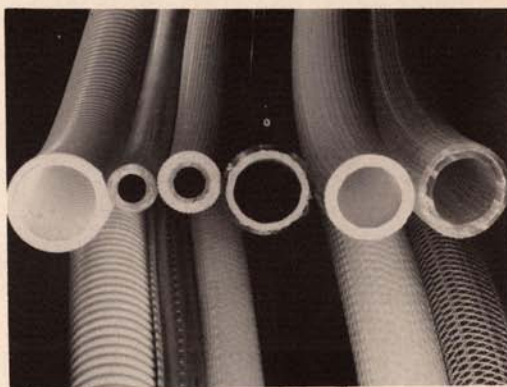
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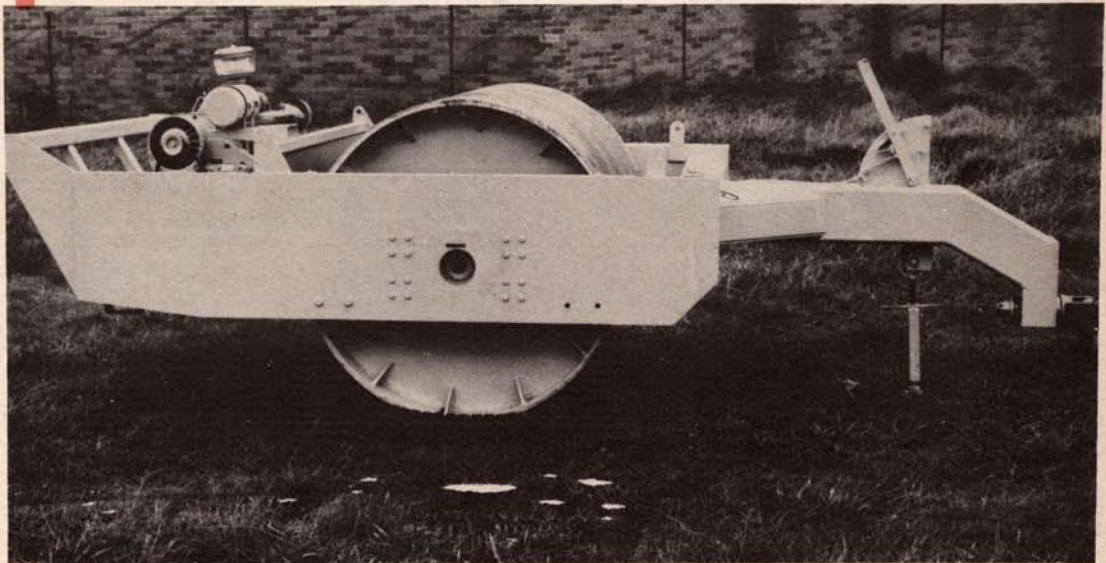
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